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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD APRIL FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped 3.5 million units for the largest April shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

"The industry expects to exceed 40 million units for a new shipment record this year," explains AHAM President Robert Holding. "Shipments to date tend to confirm that the industry's forecast is on target and a second, consecutive record-breaking year is well underway."

Year-to-date shipments are 7.4% ahead of the same period last year. To achieve the 1985 forecast of 40.3 million units, annual shipments must exceed 1984's by 2.2%.

In April alone, total shipments were 11.5% ahead of the same month last year.

April shipments increased for all products in three of the five major appliance categories: cooking, up 31.9%; home comfort, up 17.8%; and home laundry, up 13.7%. Monthly shipments were relatively level for food preservation appliances, but down for kitchen cleanup appliances.

The kitchen cleanup category is closely tied to housing completions, which were somewhat low in April because of slow housing starts last October. Home construction generally requires approximately six months

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from start to finish, and housing starts were at their lowest 1984 level one-half year ago. The April drop in food disposer shipments reflects the combined effect of fewer housing completions and a comparison with the previous April's record shipment.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1985

	April 1985	April 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**3,509.4**	**3,148.2**	**+11.5%**	**13,759.5**	**12,813.7**	**+ 7.4%**
COOKING - TOTAL	**1,059.9**	**803.3**	**+31.9**	**4,305.1**	**3,409.9**	**+26.3**
ELECTRIC RANGES - TOTAL	251.2	237.6	+ 5.7	967.5	994.2	- 2.7
Free Standing	205.7	192.5	+ 6.9	786.1	794.6	- 1.1
Built-In	45.6	45.1	+ 1.1	181.4	199.5	- 9.1
MICROWAVE OVENS/RANGES	826.6	584.3	+41.5	3,402.9	2,489.6	+36.7
HOME LAUNDRY - TOTAL	**697.7**	**613.8**	**+13.7**	**2,961.2**	**2,924.7**	**+ 1.2**
AUTOMATIC WASHERS	411.5	364.1	+13.0	1,703.1	1,690.2	+ 0.8
DRYERS - TOTAL	286.1	249.7	+14.6	1,258.2	1,234.5	+ 1.9
Electric	225.2	203.2	+10.8	988.3	987.9	--
Gas	61.0	46.5	+31.2	269.8	246.6	+ 9.4
KITCHEN CLEAN UP - TOTAL	**563.4**	**635.5**	**-11.3**	**2,545.1**	**2,616.0**	**- 2.7**
DISPOSERS	274.7	351.5	-21.8	1,377.0	1,446.8	- 4.8
DISHWASHERS - TOTAL	276.0	268.8	+ 2.7	1,113.9	1,112.7	+ 0.1
Built-In	258.4	250.3	+ 3.2	1,028.9	1,029.2	--
Portable	17.6	18.5	- 4.9	85.0	83.5	+ 1.8
COMPACTORS	12.6	15.3	-15.7	54.3	56.6	-4.1
FOOD PRESERVATION - TOTAL	**561.9**	**563.6**	**- 0.3**	**2,072.4**	**2,226.6**	**- 6.9**
REFRIGERATORS	471.8	466.6	+ 1.1	1,713.7	1,826.8	- 6.2
FREEZERS - TOTAL	90.1	97.1	- 7.2	358.7	399.7	-10.3
Chest	45.1	51.6	-12.6	183.9	210.2	-12.5
Upright	45.0	45.5	-1.1	174.9	189.6	- 7.8
HOME COMFORT - TOTAL	**626.6**	**532.0**	**+17.8**	**1,875.6**	**1,636.4**	**+14.6**
ROOM AIR CONDITIONERS	523.8	458.7	+14.2	1,543.1	1,392.6	+10.8
DEHUMIDIFIERS	102.7	73.2	+40.3	332.5	243.8	+36.4
GAS RANGES***	**125.1**	**136.0**	**- 8.0**	**547.5**	**555.2**	**- 1.4**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985**	1986**
Cooking - Total	3,134	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	12,534	12,430
ELECTRIC RANGES - TOTAL	2,082	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,132	3,171
Free Standing	1,568	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,553	2,584
Built-In	514	701	817	881	756	555	498	417	563	577	579	587
MICROWAVE OVEN/RANGES	1,052	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	9,632	9,496
Home Laundry - Total	7,098	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	8,886	9,007
WASHERS - TOTAL	4,228	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,148	5,220
Automatic	4,032	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,148	5,220
Wringer & Other	196	205	194	200	186	124	88	64	69	NA	NA	NA
DRYERS - TOTAL	2,870	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,739	3,787
Electric	2,198	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	2,970	3,004
Gas	672	708	736	757	768	682	640	584	672	754	769	783
Kitchen Clean Up - Total	5,015	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	7,776
DISPOSERS	2,080	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,125	4,130
DISHWASHERS - TOTAL	2,702	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,546	3,465
Built-In	1,947	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,317	3,245
Portable	755	803	651	586	504	384	291	214	262	246	230	221
COMPACTORS	233	249	277	300	293	235	191	148	157	182	187	181
Food Preservation - Total	7,034	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,293	7,271
REFRIGERATORS	4,577	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,027	6,000
FREEZERS - TOTAL	2,457	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,266	1,271
Chest	1,381	832	852	835	1,039	963	889	726	702	650	638	641
Upright	1,076	710	746	686	902	789	717	614	639	631	629	630
Home Comfort - Total	3,062	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,749	3,700
ROOM AIR CONDITIONERS	2,670	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,184	3,125
DEHUMIDIFIERS	392	444	319	442	685	673	536	440	437	591	565	575
All Major Appliances	25,344	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	40,320	40,184
Gas Ranges#	1,618	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	NA	NA

* 000 Omitted
** Forecasts as of February, 1985
\# Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

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